



Quick Notes

from the Idaho Office of Highway Safety

January 31, 2011

April 21, 2011 – Pocatello, ID

Highway Safety Summit

Register online

www.highwaysafetysummit.com

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
P: (208) 334-8100 F: (208) 334-4430 - - www.itd.idaho.gov/ohs

General Message from the Highway Safety Manager

Hi Highway Safety Partners,

We have some excellent information below to share with you. The ASTHO publication is an excellent tool. The CDC has declared motor vehicle crashes to be a “winnable battle”. This isn’t new news but the report is. It is well written and helpful.

And McKenna Lowe was selected as a winner for a national cell phone contest. She wrote and sang a song about Kassy Kerfoot who was killed when she was texting and not belted last year.

Idaho is still holding steady at 211 traffic deaths in 2010, a decrease from 226 in 2009. And so far this year, we still only know of 6 traffic deaths. We are so pleased that people are making smart driving choices. Keep up the outstanding work!

Mary Hunter
Highway Safety Manager

Preventing injury and death due to motor vehicle crashes: Strategies for the states. - An ASTHO publication

On May 11, 2010, the Association of State and Territorial Health Officials (ASTHO) and the Centers for Disease Control and Prevention's National Center for Injury Prevention and Control (NCIPC) convened multiple stakeholders to discuss how to reduce injuries and deaths due to motor vehicle crashes. The meeting, called "Addressing the Winnable Battle: Transportation and Public Health Officials Join Forces to Decrease Preventable Injuries and Deaths Due to Motor Vehicle Crashes", reflected a commitment by ASTHO and NCIPC to urge states to act quickly and implement evidence-based interventions.

This brief manual, published by ASTHO, describes a number of policy options that were discussed at the meeting. The manual recommends that state health officials consider, prioritize and adopt these policies in a way that makes sense for their states.

<http://www.astho.org/Display/AssetDisplay.aspx?id=5604>

Idaho Teen’s Song on Cell Phone Dangers Chosen by National Organization

McKenna Lowe is a young adult driver from Eagle who sings and writes songs. In late December 2009, McKenna wanted to get the word out about the dangers of texting and not wearing a seat belt after Kassy Kerfoot crashed in December 2009 just over a mile from McKenna’s home. Kassy “was somebody’s daughter and sister and cousin.” See her song at <http://www.youtube.com/watch?v=vFTBR-vPte8>.

After McKenna completing her song, it was chosen to be an anthem for a national group promoting “cell-free” driving. Read more about McKenna at <http://www.kivitv.com/Global/story.asp?S=13915782>

For young aspiring songwriters, Ford Driving Skills for Life has announced the second annual “Belt It Out” for young adults who want to enter the song contest on educating teen drivers about safe driving:

FORD DRIVING SKILLS FOR LIFE ANNOUNCES 2ND ANNUAL "BELT IT OUT" TEEN SAFE DRIVING SONGWRITING CONTEST

- Ford Motor Company Fund and the Governors Highway Safety Association are intensifying their effort to educate teen drivers about the dangers of distracted driving -- such as texting while driving -- through the nationwide *Ford Driving Skills for Life* (Ford DSFL) program.
- Teens ages 15-19 are encouraged to compose and perform original songs focusing on distracted driving through a national songwriting competition entitled **"Belt it Out."**
- 1st place winners will receive \$5,000 savings bonds, 2nd place winners will receive \$3,000 savings bonds, and 3rd place winners will receive \$1,000 savings bonds.
- Vehicle crashes are the leading cause of death for teens, and inexperience and distractions play key roles in this alarming statistic.

DEARBORN, Mich., Jan. 31, 2011 -- Ford Motor Company Fund is intensifying its efforts to educate teen drivers about the dangers of distracted driving - such as texting while driving - through its nationwide *Ford Driving Skills for Life* (Ford DSFL) program. Back by popular demand, Ford DSFL announces that the popular songwriting contest, **"Belt it Out,"** will return for a second consecutive year. Teens ages 15-19 are encouraged to compose and perform original songs focusing on distracted driving.

Ford DSFL was created in 2003 in partnership with the Governors Highway Safety Association to combat the #1 killer of teens, vehicle crashes. It is one of the nation's most comprehensive teen driver safety programs. Ford DSFL offers learning tools such as hands-on driving events and an interactive website (www.drivingskillsforlife.com) that features learning modules, quizzes, car care videos, and games. Free educator packets are available for students, parents, educators and community organizations.

Teens are invited to visit www.drivingskillsforlife.com to find a complete description of the contest and the application. Applications will be accepted from February 1-May 1, 2011. The public will be invited to visit www.drivingskillsforlife.com on June 1st to help select the top five finalists that will compete for the 1st, 2nd, and 3rd place grand prizes.

Winners of the competition will be announced on www.drivingskillsforlife.com in July of 2011. "We are very pleased to offer this exciting program to teen drivers for the second consecutive year," stated Jim Graham, Community Relations Manager, Ford Motor Company Fund. "Belt it Out is an outstanding opportunity for teens to educate their peers about the dangers of distractions through creativity."

eCitation and Other Data Program Grants for FFY 2012

As a reminder, grants are available for improving an agency's data records. The deadline for applying is February 18 for grants beginning October 1, 2011 through September 30, 2012.

The grant application documents can be found at <http://www.itd.idaho.gov/ohs/programs.htm>

For questions, contact Margaret Goertz at (208) 334-8104 or by email at Margaret.goertz@itd.idaho.gov.

Calendar of Events

Date	Event Description
March 11-21, 2011	IMPAIRED DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Kevin Bechen, OHS GCO, kevin.bechen@itd.idaho.gov (208) 334-4467
March 27-29, 2011	LIFESAVERS CONFERENCE – Phoenix, AZ. www.lifesaversconference.org
April 7-18, 2011	AGGRESSIVE DRIVING Traffic Enforcement Mobilization – Statewide, Contact: Cecilia Awusie, OHS GCO, Cecilia.awusie@itd.idaho.gov (208) 334-8112
April 21, 2011	HIGHWAY SAFETY SUMMIT – Pocatello, ID. Red Lion Hotel. 8:00am-5:00pm www.highwaysafetysummit.com to register. Contact: Lisa Losness lisa.losness@itd.idaho.gov (208) 334-8103
May 3, 2011	ITSC (Idaho Traffic Safety Commission) – Spring meeting – Boise, ID. Location TBA
May 28-June 7, 2011	SEAT BELT Traffic Enforcement Mobilization – Statewide, Contact: Lisa Losness, OHS GCO, lisa.losness@itd.idaho.gov (208) 344-8103

Beyond the Traffic Stop – Annual Award

NOMINATION FORM

Do you know of a law enforcement agency or individual you would like to nominate for their work performed above and beyond the traffic stop? The Office of Highway Safety and the Law Enforcement Liaisons would like to give special recognition to those individuals and agencies during the 2010 Highway Safety summit on April 28th. The **nomination deadline is Friday, April 4, 2011.**

To make a nomination please provide the following information:

Agency: _____

Agency Chief / Sheriff: _____

Officer Name *(if nominating an officer.)* _____

Brief description of the traffic stop and the work that took it beyond... *i.e. did the stop lead to an arrest of a felon, a drug bust or other extraordinary work)*

Submitted by: _____

Date: _____

Submit your nomination to the ITD Office of Highway Safety attn: Lisa Losness by fax to (208) 334-4430, mail to P.O. Box 7129, Boise, ID 83707 or e-mail to lisa.losness@itd.idaho.gov.